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# **Publications And Audiovisuals Guide**

The slide program, videocassettes and publications listed in this guide are available on loan from the Virginia Department of Housing and Community Development to assist communities in implementing local downtown revitalization programs. Materials are organized according to the categories listed in the box at the left.

Publications and audio-visual materials listed in this guide are available for a loan period of three weeks. Please limit your request to no more than three items at a time. There is no cost to the borrower other than return shipping. If the materials are not returned within the specified timeframe, the borrower is responsible for the replacement cost of the item(s) borrowed.

To borrow materials, or to obtain additional information on the Virginia Main Street Program's technical assistance for downtown revitalization, contact us at:

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# General Main Street: Introduction

## GENERAL

### **The Main Street Approach –G001**

*From NMSC*

This set of 80 slides with corresponding speech outline visually illustrates the four elements of the Main Street Approach™: organization, design, promotion and economic restructuring. \* Available in slide format or PowerPoint Presentation on CD

### **Virginia Main Street –G002**

*Prepared by VMSP*

A 20-minute slide show with recorded tape describing how the Main Street Approach™ is used in Virginia; with background on development of the state program and its relationship to outside consultants and the local communities selected as Main Street programs. The presentation includes before and after photographs of completed projects in existing Virginia Main Street communities. Slide-tape package includes written script.

### **Main Street at Work-G003**

*From NMSC*

**Series of four 20-minute videos, each has a workbook with discussion questions and exercises.**

#### *The Four Point Approach*

Introduces viewers to the four elements of the Main Street Approach™ to downtown revitalization: design, organization, promotion and economic restructuring.

#### *Getting Organized*

Illustrates how a strong organizational framework can bring people together, provide a basis for cooperation among diverse groups, and become the foundation for achieving short and long-term goals.

#### *Bringing in Business*

Aggressive business recruitment can bring diversity and increased vitality. This program illustrates how to gather and package basic information, identify prospective businesses, and help them to locate or expand downtown.

#### *Investing in Your Image*

Quality design attracts people and investment. This program explores issues such as raising public awareness, using design professionals, and setting up a design assistance program.

### **The Main Street Approach: Making Downtowns Come Alive-G004**

*From NMSC*

This 39-page workbook is a practical, action-oriented way for communities to begin revitalizing their downtowns using the National Main Street Center Four Point Approach™. Simple exercises and worksheets are used to guide communities through the comprehensive activities that make downtowns come alive. Also an excellent tool to brief new board members of existing downtown organizations.

### **Revitalizing Downtown-G005**

*From NMSC*

This comprehensive guide to the Main Street Approach focuses on key topics in each of the four points and provides practical information for downtown revitalization programs.

## ***What is Main Street?***

The Main Street Program is a comprehensive, incremental, self-help process for revitalizing downtowns with an emphasis on rehabilitating historic and traditional commercial buildings. It works in communities of all sizes and economic conditions and in all parts of the country. The program is based on principles of self-determination and direct, inclusive community participation in the revitalization process.

The Main Street Program's success relies on incremental, simultaneous work in four broad areas, known as the Main Street Four Point Approach: Design, Organization, Promotion and Economic Restructuring. This library guide is organized according to the Four Points in order to make it easier to find materials on the topic required.

Every community's Main Street Program is different, because every commercial district has different strengths, needs, participants and challenges. But all successful Main Street programs share a common structure: a hands-on board of directors, active committees and full-time, professional staff.

The Virginia Main Street Program has been assisting downtowns throughout the commonwealth since 1985 by providing technical assistance, training opportunities, specialist services, cooperative promotion and information support.

**Main Street Success Stories-G006**

*From NMSC*

More than 40 case studies feature the achievements of some of the top Main Street Programs from coast to coast. Filled with hard facts and interesting details, this in-depth look at successful Main Street programs is educational and inspirational. Two Virginia programs are featured.

**Main Street Renewal Handbook-G044**

*Edited by Roger L. Kemp, McFarland & Co. Publishers*

This book is a compilation of essays on such topics as trends in practices in local economic development, keeping retailers on Main Street, and downtown safety strategies. A series of detailed case studies is also provided.

**Organizing a Successful Downtown Revitalization Program Using the Main Street Approach-G007**

*From Washington State Community, Trade and Economic Development*

This 78-page booklet was developed in order to answer many of the commonly asked questions about the Main Street Approach. Numerous examples make this a valuable resource for start-up or mature downtown revitalization programs.

**Successful Downtown Development, Design, and Management Programs: A compendium of Funding tools and Techniques-G008**

*From IDS & PPS*

This 78-page publication provides a thorough overview of ways to fund downtown organizations, management programs and capital projects.

**Downtown Development Handbook-G009**

*From ULI*

A 264-page publication detailing the stages of the development process and examining the economic potential of central cities.

**What Do People Do Downtown?-G010**

*From NTHP*

A handbook on how to look at the use patterns of Main Street activity: driving, parking, strolling, shopping, etc. Includes sample survey forms.

**Centralized Retail Management-G011**

*From IDA*

This 120-page book is based on a pilot program on centralized retail management. It focuses on the use of creative management techniques to bring new life to older retail areas.

**Texas Main Street Handbook: A Practical Guide to Small Town Revitalization-G012**

A 225-page guidebook on developing downtown programs.

**Main Street Ohio: Opportunities for Bringing People Back Downtown-G013**

A 245-page comprehensive, technical resource that includes sample surveys, ordinances, organization by-laws, and other tools for revitalization.

**New Directions for Urban Main Streets-G014**

*From NTHP*

The details of the Urban Demonstration Program developed by the NTHP through the NMSC are recounted in this publication. The lessons learned on a national level, the advances and setbacks experienced locally, as well as the success stories are reviewed, with photographs of the sites.

**VDDA 1998 Conference Video-G015**

This energizing presentation by the Honorable Joseph P. Riley, Mayor of Charleston, SC was a huge hit at the Virginia Downtown Development Association conference. Mayor Riley is a tremendous proponent of historic preservation and during his 30 minute presentation conveys the importance of “sense of place and “quality” in revitalization planning. A great motivational video to show local elected officials as well as property owners and volunteers.

### **Leading the Way to Downtown Revitalization-G039**

*By the Downtown Research and Development Center*

This 17-page booklet describes key actions for downtown revitalization including useful information about selecting a strategy, implementing traffic, parking, pedestrian circulation and positioning downtown. It also includes valuable information about identifying critical downtown issues, selecting policies and programs and an effective evaluation process.

### **Revitalization-G040**

*National Trust for Historic Preservation*

This binder is filled with Main Street Guidelines Newsletters that focus on different issues, ranging from the development process to market analysis.

### **Revitalizing Small Town America-G016**

*From the Northeast-Midwest Institute's Center for Regional Policy*

This is a handbook of descriptive and analytical information to help promote economic recovery and growth in small towns and rural areas. It serves as a guide to development professionals, state and local officials who are concerned with rural development problems such as generating and attracting jobs and investment in smaller communities.

### **Neighborhood-Based Planning - 5 Case Studies-G017**

*By Wendelyn A. Martz*

This 33-page booklet provides specific components that form the foundation for a successful neighborhood planning program, by giving detailed accounts of five case studies.

### **Innovative Tools for Historic Preservation-G048**

*By Marya Morris*

This APA/National Trust for Historic Preservation booklet provides information on financial incentives, conservation districts, zoning, and planning.

### **Takings Law in Plain English-G046**

*By Christopher J. Duerksen and Richard J. Roddewig*

This book provides concise and easy to understand information regarding takings law.

## **GROWTH & SPRAWL MANAGEMENT**

### **Guiding Growth in Virginia: Local Incentives for Revitalization and Preservation-G018**

*From the Environmental Law Institute*

This 60-page report offers an overview of the numerous incentives for revitalization available in Virginia. The publication offers community examples, suggestions for how localities can increase the use of existing tools and even suggestions for the General Assembly on potential changes to the Virginia Code that would strengthen and add to localities' ability to promote revitalization.

### **Better Models for Development in Virginia-G019**

*By McMahon with Hollberg & Mastran*

This guide for creating, maintaining and enhancing livable communities in Virginia provides balanced and practical advice on key issues facing communities such as how to strengthen downtown. Great for public officials, professional planners, developers and interested citizens.

### **Smart States, Better Communities-G020**

*From NTHP*

## **The Four Points**

Communities develop individual strategies working in each of the four key, interconnected areas:

- **DESIGN** - Enhancing the unique visual quality of downtown by addressing all design elements to create an appealing environment.
- **PROMOTION** – Creating and marketing a positive image based on the unique attributes of the downtown district.
- **ECONOMIC RESTRUCTURING** – Strengthening downtown's existing economic assets and fulfilling its broadest market potential.
- **ORGANIZATION** – Establishing consensus and cooperation by building effective partnerships among all downtown stakeholders.

## **The Eight Principles**

In addition to the Four Points, successful Main Street efforts follow eight guiding principles.

1. *Comprehensive Action*
2. *Incremental Progress*
3. *Public – Private Partnerships*
4. *Builds on Existing Assets*
5. *Action-Oriented*
6. *Changing Attitudes*
7. *Quality*
8. *Self-Help*

This 394-page book highlights the innovations of different states in addressing the issues of community development and preservation. Case studies are used to illustrate a variety of the challenges faced by states across the nation, and the unique solutions employed, as they endeavor to build better communities.

### **The Returning City-G050**

*By Dan Costello, NTHP*

How can preservationists local elected and appointed officials, transportation professionals, planners, and others interested in the health and well being of communities make the most of our existing historic resources to improve transportation options and livability in the widest possible range of places, from small towns to suburban cities to major cities?

### **Greetings from Smart Growth America-G021**

*From Smart Growth America*

This brief report gives a general overview of the new approach to growth, development and community quality of life called Smart Growth. Includes resources for more information.

### **The Home Town Advantage-G022**

*From the Institute for Local Self-Reliance*

This guide to defending your Main Street from chain stores provides a comprehensive plan for reviving the homegrown economy by using the planning, zoning and other strategies available.

### **Better Models for Superstores-Alternatives for Big-Box Sprawl-G023**

*From NTHP*

Case studies from around the country offer better models and alternatives to common big-box sprawl. This 58-page publication also contains the major findings of an economic analysis on the effects of sprawl-type superstores in Iowa.

### **Challenging Sprawl-G024**

*From NTHP*

This book is a compelling collection of essays by national, state and regional authorities describing efforts to contain sprawl and rejuvenate existing communities.

### **How Superstore Sprawl Can Harm Communities and What Citizens Can Do About It-G025**

*From NTHP*

This important 120-page book examines sprawl, and the superstores that create sprawl, citing examples of citizens' campaigns across the country that have effectively stopped the detrimental impact of "big box retailers." Chapters contain information on local, state and federal laws, grassroots organizing, media strategy and more.

### **Changing Places: Rebuilding Community in the Age of Sprawl-G026**

*By Richard Moe & Carter Wilkie*

This 288-page book explores how America's historic communities are confronting sprawl. The critically acclaimed book, published in 1997, traces the development of the preservation movement through various examples and serves to rally enthusiasm to revitalize the historic downtowns many people take for granted.

### **Building On The Past Traveling To The Future-G036**

*National Trust For Historic Preservation*

This 77-page book gives an in depth look at Historic Preservation and the ISTEA Transportation Enhancement Provision. The book also gives the details of many historic preservation cases ranging from small towns to national projects.

### **Research Data: Wal-mart Stores-G045**

A compilation of several reports including Kenneth E. Stone's "Competing with the Discount Mass Merchandisers" and "What Happened When Wal-mart Came to Town?" by Thomas Muller and Elizabeth Humstone.

## **DISASTER MANAGEMENT**

### **Disaster Preparedness and Recovery-G047**

*From NCNB*

Is your board prepared for disaster? September 11, 2001, taught us that board members must ensure that appropriate preparations are made in advance of a disaster. Learn how to prepare for and react to various kinds of disasters. Also included are checklists your organization can follow for prevention and preparation. The accompanying CD-ROM contains customizable forms and lists that will guide your board members and executives in recovery planning.

#### **After the Flood-G029**

*From the Georgia Department of Natural Resources*

This booklet and video set contain several case studies from the communities flooded in 1994 and also provides some keys to success for other communities to consider.

#### **Disaster Management Programs for Historic Sites-G027**

*By Dirk H.R. Spennemann & David W. Look*

This book compiles conceptual papers and case studies written by disaster management authorities and cultural resource managers in an effort to encourage these two groups to work together in response to a disaster.

#### **Rebuilding Communities Through Historic Preservation-G028**

*By the Georgia Department of Natural Resources*

This booklet gives a vivid description of the horrendous effects of the floods that occurred in Georgia in 1994. The recovery was long and costly. This booklet effectively details the process for recovery. Also available as a 20 minute video.

#### **Treatment of Flood-Damaged Older and Historic Buildings- G043**

*From the NTHP*

This useful manual to helps building owners reduce structural and cosmetic flood damage to older and historic buildings.

### **GUIDEBOOKS**

#### **The 100 Best Small Art Towns in America-G030**

*By John Villani*

From Santa Cruz, California to Floyd, Virginia – this book provides detailed information on 100 art-friendly communities across the country. The author examines how art relates to renovation and renewal in many of America's small towns.

#### **Small-Town Restaurants in Virginia-G031**

*By Joanne M. Anderson*

This informative book breaks the state of Virginia into five regions in order to organize the more than 240 delicious restaurants in nearly 150 towns. Thirteen Virginia Main Street communities are featured in this 257-page guidebook.

#### **Bicycle Facility Planning-G037**

*By Suzan Anderson Pinsof and Terri Musser*

This 40-page booklet is an excellent resource for local governments. It provides a summary of the Mid-America Regional Council for Kansas City planning, including action plans for meeting the region's bicycle safety, promotional needs and bicycle facility guidelines.

#### **Virginia Bicycle Facility Resource Guide-G041**

*By VDOT*

This CD-Rom is designed to help communities plan, design and fund bicycle facilities. Additionally, the cd goes over methods for encouraging this popular sport, education and enforcement of laws surrounding bicyclists and drivers to encourage safety.

#### **Better Models for Chain Drug Stores-G042**

*By Anne Stillman*

This 22-page booklet describes different architectural designs for chain drug stores to follow, in an effort to keep up a consistent streetscape. The booklet looks at different drug stores across the U.S. and how they have successfully adapted their store to the environment.

## **Periodicals**

Main Street News –**G032** - The monthly newsletter of the NMSC.

Main Street Monitor – **G033** - The quarterly newsletter of the VMSP.

Downtown Developments – **G034** -The newsletter of the VDDA.

Planning Advisory Service (PAS) Reports –**G035**- technical reports on successful urban planning strategies. Titles related to downtown revitalization include: *Sign Regulation in Central Business District*; *Central Business District Goals*; *Zoning for City Housing Markets*; *Preparing a Historic District Ordinance*. From the APA.

## **Organization Development & Downtown Management**

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### **GENERAL**

#### **Getting Organized-ORG001**

*From NMSC*

This program presents an overview of the Main Street Approach™ to organization. It can be used to train volunteers and build an effective committee and develop a comprehensive workplan.

\* Available in slide format or PowerPoint Presentation on CD

#### **The Main Street Board Member's Handbook-ORGG002**

*From NMSC*

Proven methods for operating an implementation-oriented downtown organization, including job descriptions, committee structures, by-laws, and more.

#### **Main Street Committee Members Handbook- Organization-ORG003**

*From NMSC*

This helpful booklet provides an overview of the Main Street Approach™ and specific information about the organization committee's purpose, member roles, workplans and strategies to increase effectiveness.

#### **Managing a Nonprofit Organization in the Twenty-First Century-ORG004**

*By Thomas Wolf*

In easy-to-understand language, this book explains how to cope with the new changes in the nonprofit world as well as deal with the traditional challenges of managing staff, trustees and volunteers.

#### **Starting and Running a Nonprofit Organization-ORG102**

*From Amherst E. Wilder*

For more than 15 years, *Starting and Running a Nonprofit Organization* has been the basic primer for many organizations. Now completely revised, this guide will help anyone who is forming a new nonprofit, thinking about converting a grassroots group to tax-exempt status, or reorganizing an existing agency. It's also an excellent reference for people currently managing a nonprofit organization.

#### **The Nonprofit Guide to Success When Times are Tight-ORG103**

*From Amherst E. Wilder*

This unique guide shows you ways to make new connections, create buy-in, and bring new partners to the table to accomplish your mission. It also gives you a six-step process for coming up with solutions to problems—financial or otherwise—plus 185 cut-back strategies you can put to use right away.

### **BOARD DEVELOPMENT**

#### **Welcome to the Board-ORG005**

*By Fisher Howe*

This brief but informative book answers many common questions concerning the responsibilities, rights and liabilities of a nonprofit board member. This easy-to-understand book is perfect for both new and seasoned board members.

**Meeting the Challenge-ORG006**

*From NCNB*

This 35-minute video with companion user's guide is an ideal tool for board orientation and can be used either individually or as a group. The video highlights four basic principles of board responsibility: determining mission and program, ensuring effective oversight, providing resources and participating in community outreach. Includes numerous interviews with board members, executive directors and experts in the field.

**The Board Development Planner****A Calendar of Nonprofit Board Initiatives –ORG007**

*From NCNB*

This 40-page planner includes a CD-ROM with checklists, a board development calendar and sample forms. The planner provides valuable insight on fundraising, maintaining a good public image, board recruitment, financial oversight and strengthening board meetings.

**In The Boardroom-ORG008**

*By William G. Bowen*

This 184-page book explores the role of the board of directors and how they can better serve the interests of the organization.

**Six Keys to Recruiting, Orienting, and Involving Nonprofit Board Members-ORG009**

*From NCNB*

A 64-page booklet packed with detailed suggestions and hands-on tools to attract qualified and committed new board members. Also available on computer disk.

**Boards That Make A Difference-ORG080**

*By John Carver*

This 241-page book debunks beliefs about board roles and functions that hamper dedicated board members. The author presents a different approach to board job design, board-staff relationships, performance monitoring and the role of the CEO.

**Build A Better Board in 30 Days-ORG081**

*By Carol Weisman*

This 136-page book is designed to help improve any board, no matter what size, age or amount of funding is available. It includes practical ideas and strategies for the busy board member and is an easy read.

**Secrets of Successful Boards-ORG082**

*By Carol Weisman*

This 192-page informative book discusses board assessment, fund raising for beginners and ideas for structuring boards so that they achieve maximum results. The author also discusses strategies for reducing risks of personal liability and volunteer recruitment.

**Strategic Planning and the Nonprofit Board-ORG083**

*National Center For Nonprofit Boards*

This 12-page booklet provides established methods to improve the effectiveness of nonprofit boards. It includes steps in strategic planning and a list of additional resources.

**A Guide to Building Your Board-ORG085**

*By the National Center for Nonprofit Boards*

This 57-page booklet is based on six keys to recruiting, orienting, and involving board members. These include building a nominating committee, assessing the current makeup of the board, identifying potential board members, cultivating and recruiting new board members, orienting board members and involving and acknowledging new members.

**Financial Management for Nonprofits-ORG084**

*By Jae K. Shim & Joel G. Siegel*

This book provides practical information for nonprofits about profit and loss and meeting the budget. The book also includes user-friendly information about accounting practices, selecting short term or long term financing and how to use financial software.



**The Board and the Life of the Organization: An Overview-ORG087**

This is a binder filled with copies of books about nonprofit boards, such as Ten Basic Responsibilities of Nonprofit Boards. It also includes an overview of legal obligations of nonprofit boards.

**The Jossey-Bass Handbook of Nonprofit Leadership and Management-ORG088**

*By Robert D. Sherman & Associates*

This 653-page book brings together leading experts in the nonprofit field to discuss strategic planning, lobbying, board development, marketing, government contracting, volunteer programs, fundraising and accounting. The authors present detailed information designed to help guide nonprofit managers with all of the challenges they face.

**The Advisory Committee-ORG011**

*By Nancy Axelrod*

This 22-page booklet details the purpose of an advisory committee and outlines the elements of a successful committee. The booklet also uses real case studies to illustrate the benefits of a successful advisory committee.

**The Executive Committee****Making It Work For Your Organization-ORG012**

*By Robert C. Andringa*

This 19-page booklet describes the ingredients to make up an effective executive committee. The booklet discusses the responsibilities of the committee, including policy development, board evaluation, strategic planning and financial oversight.

**The Board Chair Handbook-ORG013**

*By William M. Dietel & Linda R. Dietel*

This 36-page handbook is accompanied by a disk that contains sample letters, agendas and job descriptions. The handbook contains a description of the board chair position, tips for getting started, problem areas, guidelines for moving from a grassroots board to a governing board, etc.

**Building Boards that Work-ORG014**

*From NCNB*

This 45-minute video with users guide discusses the characteristics of an effective board and the issue of how to balance the relationship between board and staff. Workbook exercises and discussion questions are helpful.

**How to Build an Effective Board-ORG015**

*By R.R. Richards and ASAE*

This 215-page book is fundamentally about leadership and tools for excellence in governance. Numerous examples and excellent Appendices make this an invaluable tool for all board members.

**All Hands On Board-ORG016**

*By Jan Masaoka*

This 22-page booklet covers the fundamentals of being a board member in an all-volunteer organization. Checklists, objectives and ten specific jobs for the board are included to help Board members understand their role in the organization.

**Nonprofit Board Answer Book –ORG017**

*From NCNB*

This innovative 208-page book answers many of the most commonly asked questions-from “What is the best size for a board?” to “What do we do with inactive board members?” This publication contains suggestions from professionals in board training and a helpful section offering “Suggested Action Steps” follows each of the 36 questions and answers.

**How to Help Your Board Govern More and Manage Less-ORG018**

*From NCNB*

This short booklet offers the rule that boards should primarily govern and staff primarily manages an organization. Key roles are defined and suggestions offered on ways to focus on policy and the future direction of the organization.

### **Could your community become a DHCD Commercial District Affiliate?**

Any community involved in downtown revitalization, regardless of size or readiness, can benefit greatly from using the time-tested Four Points of Main Street. The DHCD Commercial District Affiliate option grew out of Virginia Main Street's desire to share the successful Main Street Approach™ with more communities than just those with Main Street designation. Designation as a Virginia Main Street community requires a major commitment of financial and human resources that not every community is willing or ready to make.

The **Affiliate** option is for communities whose commercial districts do not meet the eligibility criteria or other Main Street requirements, or choose to use the Four Point Approach™ in a non-traditional commercial setting such as a suburban highway corridor. This option accommodates a wide variety of community situations – from very small towns to larger cities, and unincorporated areas. Communities that are eligible to compete for Main Street designation may choose to participate first as an Affiliate in order to begin the revitalization process. Affiliates have access to Virginia Main Street training, limited technical assistance and can benefit from networking with other communities at different stages of downtown revitalization success. Call for a copy of the brief DHCD Commercial District Affiliate application: 804/371-7030.

### **The Troublesome Board Member-ORG019**

*From NCNB*

A 25-page booklet developed to help boards successfully handle individuals who disrupt the work on the organization. Interesting case studies and good advice for preventive strategies.

### **National Center for Nonprofit Boards' (NCNB) Governance Series**

Selected booklets from NCNB's series of 16 on all aspects of developing and strengthening boards, including these titles:

#### **The Chief Executive's Role in Developing the Nonprofit Board. –ORG020**

This 15-page booklet identifies eight ways that staff can strengthen the governing board to ensure that staff and the board work effectively to meet the organization's mission.

#### **Planning Successful Board Retreats: A Guide for Board Members and Chief Executives.-ORG021**

This 28-page booklet outlines a step-by-step process to plan a productive and enjoyable retreat.

### **Board Assessment of the Chief Executive.-ORG022**

A brief booklet that discusses why assessment of the chief executive is important and the different methods available. Sample questions for assessing the chief executive's performance are included.

### **Secrets of Successful Retreats-ORG094**

*By Carol Weisman*

Whether you are planning to facilitate a retreat yourself, or you are a member of the planning committee, this book is a step by step guide to producing optimum success for your off site retreat.

### **Board Passages: Three Stages in a Nonprofit Boards' Life Cycle.-ORG023**

19-page booklet discusses the predictable transitions and stages of boards. Practical advice is provided to help boards anticipate, recognize, and prepare for inevitable changes that occur in a growing and evolving organization.

### **Ten Basic Responsibilities of Nonprofit Boards.-ORG010**

This 23-page booklet, or 45-minute audio tape, covers basic board responsibilities – from selecting the chief executive to recruiting new board members. An excellent resource for seasoned board members and an excellent component for new member orientation. From NCNB.

### **The Board's Role in Public Relations and Communications.-ORG024**

This 15-page booklet is helpful in preparing board members to serve as advocates and spokespersons for the organization. Practical tips for dealing with the media, especially during a crisis, are also included.

### **Board Assessment of the Organization: How Are We Doing?-ORG025**

This 12-page booklet discusses the "who, what, when, how and why" of assessing an organization. Examples of key questions to get the process started are included.

## **Measuring Board Effectiveness-ORG101**

*From NCNB*

Building on the ground-breaking research that led to the Harvard Business Review article “The New Work of the Nonprofit Board” by Richard Chait, Thomas Holland, and Barbara Taylor, board members will learn methods of examining and improving board performance and incorporating ongoing board education into regular board business. The booklet also includes information on retreat planning and building group cohesion. Based on years of research, Measuring Board Effectiveness includes a full questionnaire, instructions for scoring and interpreting the evaluation, and the results from more than 250 nonprofit organizations around the country who have measured effectiveness using this tool.

## **Fund-raising and the Nonprofit Board Member.-ORG026**

Described in this 12-page booklet are five principles related to fundraising that can be used to educate board members on their responsibilities. A useful checklist is included to help determine the preparedness of board members as they solicit potential donors.

## **The Role of the Board Chairperson. –ORG027**

This 20-page booklet answers many common questions about what is required from someone in this important leadership position.

## **Creating and Renewing Advisory Boards: Strategies for Success-ORG028**

This 21-page booklet uses case studies to analyze the ingredients that are needed to create and strengthen advisory groups.

## **The Nonprofit Board’s Role in Strategic Planning.-ORG029**

This new 20-page booklet discusses the importance of strategic planning to the health of a nonprofit organization. A guide to the steps and elements of creating a plan that will help keep the board focused on their aims.

## **Finding and Retaining Your Next Chief Executive: Making the Transition Work.-ORG030**

An overview of the leadership transition is provided in this 18-page booklet. A special feature of this publication is the description of eight common mistakes and how to avoid them.

## **National Center for Nonprofit Boards’ (NCNB) Strategic Issues Series**

Selected booklets from NCNB’s series of 6 on key issues for nonprofit organizations, including the following titles:

### **The Nonprofit Board’s Role in Establishing Financial Policies.-ORG031**

A guide to help boards formulate financial policies that maintain the organization’s stability and strengthen its ability to accomplish its mission.

### **Nonprofit Mergers.-ORG032**

This 27-page booklet encourages organizations to consider the implications of a merger before moving forward. Includes several “Merger Don’ts” and “Keys to Successful Mergers.”

### **Seven Steps to a Successful Nonprofit Merger.-ORG033**

Starting with the question “Why are the organizations merging?” – this booklet walks organizations through the process of successfully blending the strengths of two or more nonprofits into one consolidated entity.

### **The Board’s Role in Effective Volunteer Involvement.-ORG034**

A 30-page booklet that stresses the value of volunteers and outlines how the board should be involved volunteer management issues.

## **Investing in Volunteers: A Guide to Effective Volunteer Management**

*By Esther Hall*

This preservation brief from the National Trust for Historic Preservation explains how to design and manage a successful volunteer program.

## **How to Manage Conflicts of Interest – A Guide for Nonprofit Boards.-ORG035**

This 16-page booklet explores the meaning of conflict of interest, gives examples of problems, solutions, and also presents two models for typical conflict of interest policies.

## **Presenting: Board Orientation-ORG100**

*From NCNB*

BoardSource has designed an easy to use presentation template for your next board orientation or recruitment session. *Presenting: Board Orientation* is a ready-made, customizable, on-screen presentation that can be used as a traditional Microsoft® PowerPoint® graphics presentation, as overhead transparency slides, or printed out for handouts.

## **COMMITTEE DEVELOPMENT**

### **Getting Involved: The Challenge of Committee Participation-ORG036**

*From the American Society of Association Executives*

Similar to the previous publication, this pamphlet is shorter and offers an overview of committee functions, provides information on choosing committee members and guidelines for committee members.

### **Enhancing Committee Effectiveness – Guidelines & Policies for Committee Administration-ORG037**

*From the American Society of Association Executives*

This booklet is an excellent reference for committee chairs, staff liaisons and committee members. Position descriptions, functions, responsibilities, checklists, agenda structure and sample meeting reports are provided in order to help build effective, active committees focused on cooperative achievement.

## **LEGAL ISSUES**

### **The Legal Obligations of Nonprofit Boards-ORG038**

*From NCNB*

From corporate law to state and federal laws, this booklet guides board members through difficult legal requirements for nonprofits as well as board member duties and liabilities.

### **The Nonprofit Board's Guide to Bylaws-ORG039**

*From NCNB*

This 24-page booklet helps boards create a framework for effective governance of the organization. Bylaws determine how an organization is structured, the rights of members and many important procedures that are detailed in this informative publication.

### **The Policy Sampler: A Resource for Nonprofit Boards-ORG098**

*From NCNB*

This resource from BoardSource provides nonprofit leaders with more than 70 sample board policies and job descriptions collected from a wide variety of nonprofits. The user's guide, written by Kathleen Fletcher, provides a basic overview for each of the policies. The diskette contains the full selection of sample policies and job descriptions that can be easily customized to suit your organization.

## **STRATEGIC PLANNING**

### **The Planning Committee-ORG040**

*By Judith O'Connor*

This 20-page booklet describes the goals, size and composition of a planning committee. The booklet gives an excellent overview for designing a mission and setting up goals and objectives.

### **Blueprint for Success: A Guide to Strategic Planning for Nonprofit Board Members-ORG041**

*From NCNB*

This 30-minute video and user's guide are designed to increase board and staff understanding of the planning process. Host Maria Shriver guides an exploration of how two different nonprofit organizations carry out strategic planning and describe what components are essential for a successful plan.

### **Strategic Planning Workbook for Nonprofit Organizations-ORG042**

*By Bryan W. Barry*

This 72-page workbook gives an introduction to strategic planning, illustrations of the planning process and exercises to help with implementation.

### **A Self-Assessment Guide for Community Preservation Organizations- ORG091**

By Katherine Adams

This National Trust publication provides guidance for organizations undertaking a self-assessment process to measure effectiveness and help plan for the future.

### **Self-Assessment for Nonprofit Governing Boards-ORG097**

*National Center for Nonprofit Boards*

BoardSource's proven *Self-Assessment for Nonprofit Governing Boards* is designed to help nonprofit boards determine how well they're carrying out their responsibilities and identifying areas that need improvement.

### **Business Plans for Business Districts-ORG043**

*From HPP*

This 56-page manual shows how to use the strategic thinking process to develop a course of action to meet the market challenges facing older downtown and commercial districts.

### **All Together Now!-ORG044**

*By Lorraine L. Ukens*

This collection of group training tools uses games and exercises to keep an audience involved and hold participants' attention. All the necessary forms and handouts are included.

### **Working Together – 55 Team Games-ORG045**

*By Lorraine L. Ukens*

These games and activities teach cooperative competition and would make a fun and productive addition to a training, retreat or even a board meeting. A handy contents page lists the total group size, work group size and time required for each game so selecting the appropriate activity is easy.

#### **Is your organization interested in formulating a workplan?**

There's no time like the present to plan for the future! DHCD staff may be available to work with your downtown revitalization organization on identifying priority actions and implementation plans for the year ahead.

Call us at (804) 371-7030 for more information.

### **Conducting Successful Focus Groups-ORG046**

*From the Amherst H. Wilder Foundation*

This booklet details how to collect valuable information through focus groups without spending a lot of money or having specialized expertise. Examples, worksheets and other supplemental materials make this straightforward publication a valuable tool.

### **LOBBYING**

#### **The Nonprofit Lobbying Guide-ORG047**

*By Bob Smucker*

While most nonprofits assume that to maintain their 501(c)(3) tax status, they cannot lobby, this publication shows that they can and provides information on how to lobby effectively. Numerous methods are suggested for communicating the message about where your organization stands on issues.

#### **Lobbying Advocacy And Nonprofit Boards-ORG048**

*By John D. Sparks*

This 16-page booklet prepares organizations for strategic and tactical planning to determine timetables, people to solicit for support.

### **The Lobbying and Advocacy Handbook for Nonprofit Organizations**

*By Marcia Avner*

Be an effective voice for the issues that matter to your nonprofit! This guide will help you understand your role in shaping public policy, assess the benefits of lobbying to fulfill your mission, and show you how to develop and carry out an advocacy plan.

## **VOLUNTEER MANAGEMENT**

### **Measuring Volunteering: A Practical Toolkit-ORG049**

*By Alan Dingle et al.*

This 35-page toolkit explains how to promote volunteering and offers a comprehensive survey instrument. The survey helps show how important volunteering is, encourages citizens to volunteer and provides up-to-date data that will enable policy makers to make informed decisions about volunteering.

### **The Volunteer Recruitment (And Membership Development) Book-ORG050**

*By Susan J. Ellis*

This 150-page book provides practical ideas for breaking the recruitment process into manageable tasks. Numerous samples and illustrations make this an easy-to-read, yet comprehensive resource for volunteer recruitment.

### **Keeping Members-ORG051**

*By Arlene Farber Kirkin & Michael P. McDermott*

This book shows some of the best ways associations can maximize members' satisfaction and succeed in membership retention. "Packaging the Value," "Communicating With Your Members" and "Structuring Membership for Retention" are three key chapters for Main Street organizations.

### **Membership Development: A Guide For Nonprofit Preservation Organizations**

*By Catherine A. Horsey*

This National Trust information brief explains ways to retain existing members and to attract new members to your organization.

## **FINANCIAL MANAGEMENT**

### **Financial Management For Nonprofits-ORG086**

*By Jae K. Shim & Joel G. Siegel*

This 374-page book provides practical answers to financial, budgeting and other accounting questions that many nonprofits face. Also included is a disk with Excel spreadsheets for financial planning and budgeting.

### **The Financial Responsibilities of Nonprofit Boards-ORG052**

*From NCNB*

This 32-page booklet answers many key financial questions; outlines systems to protect nonprofits and helps board members assess the financial condition of their organization. State and federal tax and information filing calendars are provided as a guideline for organizations.

### **The Finance Committee-ORG053**

*From NCNB*

This 20-page booklet describes the financial duties of the organization, primarily making sure assets are protected and resources are used appropriately. The six major tasks of the committee are defined and detailed to help the group work effectively.

### **The Budget-Building Book for Nonprofits-ORG054**

*By Murray Dropkin & Bill La Touche*

This publication provides the solid foundation and hands-on tools for building successful, effective budgets. Forms and checklists are provided to facilitate improving your organization's budget planning.

### **The Audit Committee: A Key To Financial Accountability in Nonprofit Organizations-ORG055**

*By Sandra L. Johnson*

This 16-page booklet gives a brief overview of the responsibilities of the audit committee including internal accounting controls, financial management and standards of conduct.

### **What a Difference Preparation Makes: A Guide to the Nonprofit Audit-ORG056**

*By the Accountants for Public Interest*

This 84-page guide gives an overview of nonprofit accounting, explains the auditor selection process and basic concepts of internal controls.

### **What a Difference Nonprofits Make: A Guide to Accounting Procedures, 3<sup>rd</sup> Edition-ORG057**

*By the Accountants for the Public Interest*

This 76-page guide describes the distinctive qualities of nonprofits, maintaining professional standards and working with the board of directors. It also explains the financial concerns of nonprofits.

### **Financial Management for Non-Profits-ORG084**

*By Virginia Main Street & Virginia Housing Training Center*

This 65-page booklet provides an easy-to-read guide for understanding financial documents, audits and record keeping. It also includes a pre-workshop assessment with a list of indicators of where the organizations strengths and weaknesses lie.

### **The IRS Form 990: A Window into Nonprofits-ORG099**

*By Michael Sorrells, CPA & Andrew S. Lang, CPS*

This booklet describes the Form 990 and its purposes, and includes a step-by-step guide through each part of the form. Also included is a discussion of the filing requirements and disclosure rules.

## **FUNDRAISING**

### **Fundraising-ORG058**

*From NMSC*

This collection of informative articles from past issues of *Main Street News* provides a wealth of information on fundraising.

### **Secrets of Successful Fundraising-ORG059**

*By Carol Weisman*

This book compiles the expertise of 19 nonprofit gurus into easy-to-read chapters on specific fundraising related topics.

### **The Development Committee - Fund Raising Begins With The Board-ORG060**

*By Eugene R. Tempel*

This 16-page booklet describes the responsibilities the board needs to undertake in order to reach fundraising goals. The booklet also gives an overview of the various fundraising methods.

### **Successful Fundraising-ORG061**

*By Joan Flanagan*

This 305-page book gives volunteer leaders proven techniques for gaining access to available funds, raising money more quickly and is packed with many real-life examples. This handbook is complete with planning guidelines, sample worksheets and timetables.

### **Fearless Fundraising for Nonprofit Boards-ORG062**

*From NCNB*

This 24-page booklet helps encourage once-reluctant board members to become active fundraisers. A worksheet with 42 specific fundraising activities that range from basic to sophisticated allow all board members to get involved and contribute to one of the board's critical roles – raising funds.

### **The Grass Roots Fundraising Book – How to Raise Money in Your Community-ORG063**

*By Joan Flanagan*

This practical, comprehensive and readable book is an indispensable resource for community fundraisers. Detailed information on the various types of fundraising strategies, from membership campaigns to special events, with numerous real-life examples makes this book particularly relevant for program managers and board members.

### **The Board Member's Guide to Fund Raising-ORG064**

*By Fisher Howe*

This concise, yet comprehensive look at the fundraising process focuses on the responsibility of board members to raise money for the organization and shows how this “chore” can be personally satisfying. A wealth of valuable fundraising strategies, tips and techniques are included.

### **Speaking of Money: A Guide to Fund Raising for Nonprofit Board Members-ORG065**

*From NCNB*

This 30-minute video and 20-page user's guide are designed to educate board members about their role in the identification, cultivation, solicitation and stewardship of individual prospects and donors. Advice and suggestions come from successful fundraisers talking about real situations, including UNICEF board chair and "20/20" co-host, Hugh Downs.

### **Fundraising for Nonprofits-ORG066**

*By P. Burke Keegan*

In this 215-page book, the author recommends adjusting your attitudes about fundraising, nonprofits and community partnerships in order to raise money. More productive and profitable fundraising is addressed in chapters titled, "How to Conduct a Membership Drive," "Special Events" and many other useful topics.

### **Fundraising on the Internet-ORG067**

*From the Amherst H. Wilder Foundation*

This 52-page booklet provides a quick road map to using the Internet as a new fundraising channel. Includes many practical tips on how to use the Internet effectively and numerous resources for additional information.

### **Fundraising on the Internet-ORG093**

*Wiley & Sons*

This is a comprehensive guide to fundraising on the Internet, produced by ephilanthropy.org.

### **Venture Forth! The Essential Guide to Starting a Moneymaking Business in Your Nonprofit Organization-ORG068**

*By Rolfe Larson*

This 256-page book provides step-by-step instructions, worksheets and examples for nonprofits pursuing new ventures. The book focuses on prospecting for ventures, testing the feasibility of venture ideas and business planning.

### **Planned Giving – A Board Member's Perspective-ORG069**

*From NCNB & Grant Thornton LLP*

This informative booklet explains the variety of options in developing a successful planned giving campaign – from simple bequest to the more complex charitable trusts. This type of advanced fundraising activity requires a long-term perspective as well as a good existing donor base.

### **Funding Your Downtown Organization-ORG070**

*From HPP*

This publication begins with the results of a 1998 survey conducted by Hyett Palma in association with Downtown Idea Exchange on the sources for funding downtown organizations. Fifteen case studies highlight some of the innovative funding mechanisms and a summary of conclusions is also included in this 35-page booklet.

### **Fundraising for the Long Haul-ORG096**

Using real-life examples from small organizations, the author discusses pitfalls and mistakes as well as elements of healthy fundraising programs. Topics include: fundraising and strategic planning; when an organization veers away from its mission; when fundraising strategies wear out; taking donors for granted; and collaborative fundraising. Along with tips and techniques, Klein provides practical assistance for organizations that are under-staffed and under-resourced, to create long-term funding health

### **Keep the Money Coming-ORG104**

*From Amherst Wilder Foundation*

This is a step-by-step strategic guide to annual fundraising.

## **RISK MANAGEMENT**

### **Am I Covered For . . .?-ORG071**

*From the Consortium for Human Services, Inc.*

A comprehensive guide to insuring your nonprofit organization, this 281-page book is designed to assist in clarifying questions about insurance coverage. Make sure that you have the types and amounts of coverage that you



need in order to be protected. From Crime Insurance Policies to Insuring Volunteers, this easy to read book shows how to safeguard your organization and includes a glossary, worksheets and a well organized table of contents.

#### **D&O-What You Need to Know-ORG072**

*From the Nonprofit Risk Management Center*

This 76-page book examines the topic of risk management for nonprofit organizations with an in-depth look at Directors' & Officers' (D&O) insurance. From deciding whether to purchase D&O to buying tips if you do, this book answers many of the frequently asked questions.

#### **Healthy Nonprofits:**

##### **Conserving Scarce Resources Through Effective Internal Controls-ORG073**

*From the Nonprofit Risk Management Center*

Whether due to fraud or carelessness, financial loss can significantly damage an organization's reputation and as a result the ability to do the great work of the nonprofit. This book discusses in depth the methods for minimizing risk and developing internal controls for the organization. Each chapter deals with a specific risk factor and clearly explains best practices that a nonprofit can implement.

##### **Mission Accomplished: A Practical Guide to Risk Management for Nonprofits-ORG074**

*From NRMCC*

This 70-page book with companion workbook provides a framework for examining and managing the risks that threaten organizations. It specifically examines the four categories of assets at risk: people, property, income and goodwill. This book reminds organizations that risk management is vital, but not necessarily a costly or protracted endeavor.

##### **Risk Management and Liability Insurance for Nonprofit Preservation Organizations- ORG 089**

*By Charles Tremper and Pam Rypkema*

This information series brief explains how nonprofit organizations can control and manage risk. Also provided are techniques to help prevent insurance claims as well as information on the types of insurance that nonprofits should consider.

#### **DOWNTOWN DISTRICTS**

##### **BIDs – Business Improvement Districts-ORG075**

*From ULI and IDA*

This comprehensive look at BIDs throughout the United States and Canada is an excellent source for general start-up information as well as a look at some innovative new initiatives. This 232-page easy to read book examines successful BIDs and also includes criticisms and lessons learned.

##### **Special Districts: The Ultimate in Neighborhood Zoning-ORG076**

*By Richard F. Babcock and Wendy U. Larsen*

This 186-page book examines special districts in New York City, San Francisco and Chicago in order to provide insight into this unique regulatory tool.

#### **THE EXECUTIVE DIRECTOR**

##### **Guidebook for Directors of Nonprofit Corporations-ORG077**

*Prepared by The Legal Guidebook for Directors Subcommittee and Nonprofit Corporations Committee*

This 118-page book answers just about any question an executive director may have concerning their nonprofit organization. Procedures are outlined for scheduling meetings, terminating employees, managing conflicts, etc.

##### **Nonprofit Governance-ORG078**

*By the American Society of Corporate Secretaries and The American Bar Assoc. Section of Business Law*

This 338-page book offers in depth guidance to nonprofit directors on building committees, delegating authority, indemnification and other issues concerning nonprofits.

##### **Managing Executive Transitions-ORG079**

*From the Neighborhood Reinvestment Corporation*

This booklet presents specific strategies for recruiting and retaining effective executive directors. Numerous tip sheets make this an easy and useful tool for boards involved in a hiring process.

## **Design & Historic Preservation**

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### **GENERAL**

#### **Keeping Up Appearances-D001**

*From NMSC*

A brief non-technical history of Main Street's commercial architecture provides the basis for discussion of how to appropriately treat storefronts, from inexpensive maintenance to full-scale restoration. This 21-minute slide-tape presentation includes technical bulletin, *Keeping Up Appearances:Storefront Guidelines*.

#### **Main Street Committee Members Handbook – Design-D002**

*From NMSC*

This helpful booklet provides an overview of the Main Street Approach and specific information about the design committee's purpose, member roles, workplans and strategies to increase effectiveness.

#### **Making Good Design Happen-D003**

*From NMSC*

This material provides an excellent overview of the design aspect of the Main Street Approach to downtown revitalization. This presentation serves as an excellent orientation for design committee volunteers and uses slides from around the country to show how to build a strong committee and develop an effective workplan.

\* Available in slide format or PowerPoint Presentation on CD

#### **Guiding Design on Main Street-D004**

*From NMSC*

A comprehensive manual that outlines procedures for rehabilitating commercial buildings, as well as for developing strategies to manage design changes in historic downtown and neighborhood commercial districts. Contains an extensive bibliography.

#### **Main Street's Looking UP!-D005**

*From NMSC*

Activity on Main Street is greatly enhanced when vacant and underutilized upper stories are converted to apartments and offices. Reuse of white elephants (department stores, public buildings, etc.) is also addressed. This 127 slide-tape package includes technical bulletin, *Rehabilitation and Pro Forma Analysis*.

#### **Communities by Design: Influencing Your Community's Quality of Life- D072**

*American Institute of Architects*

This booklet helps you build on your visions of community and shows you what's possible when design matters.

#### **New Life for White Elephants: Adapting Historic Buildings for New Uses- D068**

*From NTHP*

This booklet helps readers to learn about projects around the country that were once seen as white elephants and are now examples of successful renovation and reuse.

#### **Strategies for the Stewardship and Active Use of Older and Historic Religious Properties**

*By Diane Cohen and A. Robert Jaeger*

A guide to the preservation, restoration, and reuse of historic religious structures.

#### **O Say Can You See: A Visual Awareness Tool Kit for Communities-D071**

*Scenic America*

This publication can help your community take a fresh look at your surroundings, identify areas of agreement and disagreement about the value of what you see, and decide what, if anything, you want to do as a result of your observations.

#### **What Style is it?-D080**

*By John C. Poppeliers, S. Allen Chambers and Nancy B. Schultz*

This book is a pictorial, nontechnical guide to American Architecture. It was published as a joint venture between the NTHP and the Historic American Building Survey (HABS).

### **BUILDING IMPROVEMENT**

**Building Improvement File-D006**

*From NMSC*

These 16 illustrated fact sheets offer many insights into low-cost, effective design improvements for downtown commercial structures including many building maintenance tips. An excellent resource for a community preparing design guidelines.

**Building Maintenance Tips for Professionals-D007**

*From NMSC*

A collection of 10 Maintenance Tips and 11 Tech Notes, originally published in *Main Street News*, provide sound technical advice on a variety of pertinent topics.

**What You Should Know...Before You Hire a Contractor-D081**

*From the Virginia Department of Professional and Occupational Regulation*

This publication is a brief summary of some of the things you as a consumer can do to avoid costly mistakes and misunderstandings in dealing with your contractor.

**Historic Building Facades: The Manual for Maintenance and Rehabilitation-D008**

*From the New York Landmarks Conservancy*

Includes sections on understanding historic facades, planning for restoration or replacement, and how to treat various building materials including stone, brick, terra cotta, mortar, concrete and more. Well illustrated with photos and cross-section renderings, 190 pages.

**Good For Business - A Guide to Rehabilitating the Exteriors of Older Commercial Buildings-D009**

*By Paul J. Jakubovich and Les Vollmert*

This 129-page booklet was designed to help property owners rehabilitate the exteriors of older commercial buildings. The book identifies different designs, and the process for planning rehabilitation.

**Lead Paint and Historic Buildings Training Manual-D010**

*By Dennis Livingston et al.*

This manual provides valuable information on the safest techniques for treating buildings that contain lead paint.

**A How-To Guide for Downtown Building Rehab, Rescue & Repair-D011**

*By Lauren M. Malinoff*

This 36-page book offers excellent advice on how to rehabilitate different parts of a building. Additionally, it provides a helpful overview of zoning laws and incentives for fixing up rundown historic buildings.

**Keeping it Clean – Removing Exterior Dirt, Paint, Stains and Graffiti from Historic Masonry Buildings-D012**

*From the U.S. Department of the Interior*

A great resource for downtown building owners that details what type of cleaning agent is required for every type of masonry and substance to be removed.

**Respectful Rehabilitation-D052**

*From The Technical Preservation Services, National Park Service, U.S. Dept. of the Interior*

This 185-page book serves as a question and answer guide regarding historic preservation and the basics on rehabilitation of historic properties.

**Virginia's Economy and Historic Preservation: The Impact of Preservation on Jobs, Businesses and Community-D055**

*By the Preservation Alliance of Virginia*

This 16-page booklet describes the success of the Main Street Program and the types of economic opportunity historic preservation creates. It gives specific figures as to the kind of positive financial impact this preservation will have on the community.

**Virginia Preservation and Conservation Sourcebook-D056**

*By the Preservation Alliance of Virginia 1998*

This 122-page booklet provides an excellent list of sources of historic properties, societies, architectural review boards and preservation committees in Virginia.

**Oklahoma Design Guidelines-D057**

*By the Oklahoma Main Street Program*

This 105-page book is an excellent reference for comparing design guidelines in another area. The booklet also provides pictures and descriptions of different styles of buildings.

**Kentucky Streetscape Design Guidelines for Historic Commercial Districts-D058**

*Kentucky Heritage Council*

This 39-page booklet provides guidance for Main Street projects in Kentucky and other Main Streets across the U.S. The manual contains pictures of MS projects, illustrating both good and bad examples.

**Illinois Preservation Series-D059**

*Illinois Historic Preservation Agency*

This newsletter describes the different aspects of the storefront and provides a history, beginning with the Greek Revival Era and ending with the Art Deco and Art Moderne Era.

**The Secretary of the Interior's Standards For Historic Preservation Projects-D060**

*U.S. Department of the Interior*

This 46-page booklet gives a detailed account of the General Standards for Historic Preservation Projects, guidelines for applying and the various exterior features of historic buildings.

**Preparing a Historic Preservation Ordinance-D061**

*By Richard J. Roddewig*

This 41-page booklet gives the history of Historic Preservation Ordinances, Criteria for Designation of Landmarks and Historic Districts and explores the legal issues surrounding Historic Preservation Ordinances.

**Social Impacts of Land Development-D062**

*By Kathleen Christensen*

This 143-page workbook discusses the impact of the 1969 Environmental Policy Act had on land development. It contains a valuable report that suggests an approach and data collection procedures to enable planners to estimate social impacts of proposed land developments.

**Living On Main Street-D063**

*By Oregon Downtown Development Association*

This 39-page booklet contains 18 housing case studies, which describes the type house, rehabilitation process, cost, financing, amenities, owner comments and lessons learned.

**Cityscape –D064****A Journal of Policy Development and Research**

*By the U.S. Department of Housing and Urban Development*

This book offers a single unique study of stable, racially and ethnically diverse urban communities. The study provides two distinct models of diverse communities based on racial balance within communities.

**Old Town Parking Report & Recommendations-D065**

*By the Old Town Parking Committee*

This is an extensive summary of the Old Town Parking Report, including background, work plan, survey results and recommendations to the city of Winchester.

**Adaptive Reuse- D070**

*Urban Land Institute*

This ULI InfoPacket provides photocopied materials on adaptive reuse from magazine articles, sections from ULI reports and books, and other sources.

**Preservation Briefs-D013**

*From NTHP*

Fifteen technical briefs on the preservation and repair of historic building materials such as wood, brick, stone, terra cotta, glass and more.

**Information-D014**

*From the NTHP*

Series of technical briefs on basic and frequently used preservation techniques.

### **Landmark Yellow Pages-D015**

*From NTHP*

This new, expanded, 394-page edition answers hundreds of preservation related questions, lists suppliers of preservation products and services and also details preservation organizations throughout the country. The yellow pages provides valuable, comprehensive tool for anyone interested in building rehabilitation.

### **Preservation Sourcebook-D016**

*From Preservation Publications*

A comprehensive directory of products and services for historic preservation and restoration in the Mid-Atlantic region. This 1998 edition provides current contact information to help find a multitude of materials and services, from metal fabricators to floor coverings.

### **The Secretary of the Interior's Standards for Rehabilitation & Illustrated Guidelines for Rehabilitating Historic Buildings-D017**

*From the U.S. Department of the Interior*

This illustrated, 120-page guide simplifies and clarifies the rehabilitation standards and includes specific examples of appropriate improvements as well as the consequences of unsuitable treatments.

### **Awnings and Canopies on Main Street-D018**

*From NMSC*

Appropriately designed awning and canopies provide protection from elements while enhancing the appearance of buildings and commercial districts. This 20-minute slide-tape presentation includes technical bulletin, *Awnings and Canopies: Design Guidelines*.

### **SIGNAGE**

#### **Signs That Sell: The Handbook of Successful Merchandise Signing-D019**

*By Sonja Larsen*

This 200-page book presents specific advice on how to increase sales through effective signs. Numerous examples help to show retailers which signs are appropriate for each situation.

#### **Signs for Main Street: Messages and Images-D020**

*From NMSC*

Non-technical examples of how effective sign placement and design is used to convey information and avoid visual clutter. This 127 slide-tape package includes a script.

#### **Signs of a Successful Main Street –D021**

*From NMSC*

This 10-page booklet is accompanied by a CD PowerPoint presentation that offers illustrations of successful and attractive business signs and storefront windows that enhance the overall appearance of the business.

#### **Sign Regulation For Small and Midsize Communities-D054**

*By Eric Damian Kelly and Gary J. Raso*

This 43-page booklet is designed to help store owners understand regulations for all different types of signs including, pole signs, ground signs, window and door signs and wall signs, etc. It describes appropriate size, location and number.

#### **Context Sensitive Signage Design-D076**

*By Marya Morris, Mark L. Hinshaw, Douglas Mace and Alan Weinstein*

This APA report provides information on such topics as understanding the physical characteristics of your community and the appropriate signs for it, the signage needs of retail and service businesses, the sign permitting process, recurring problems in local government regulations of signage and forming a sign ordinance committee.

#### **Street Graphics and the Law- D084**

*From APA*

The system for regulating street graphics proposed in this report is based on three elements: the regulatory issues the system must address; the built environment in which street graphics are displayed; and the regulatory framework that governs their display.

## **STREETSCAPE**

### **Building the Streetscape-D022**

*From NMSC*

This material will help communities identify appropriate types of paving, street “furniture”, utility fixtures and landscaping. Information on how to work with designers, contractors and business owners is also included.

\*Available in slide format or PowerPoint Presentation on CD

### **Enhancing Urban Streetscapes-D023**

*From NMSC*

Design issues specific to the downtowns of mid-size cities and neighborhood districts of metropolitan areas are addressed. The presentation offers storefront rehabilitation strategies ranging from simple maintenance to full restoration, and it includes discussion of ethnic and other cultural influences on design. This 17-minute slide-tape presentation includes a technical bulletin, *Enhancing Urban Streetscapes*.

### **Public Improvements on Main Street-D024**

*From NMSC*

Properly scaled and appropriately designed street furnishings, landscaping and utilities all help to improve commercial districts attractiveness and function. This 20-minute slide-tape presentation includes technical bulletin, *Public Improvements: Implementation Guidelines*.

### **The Landscape of Main Street-D050**

*From the Landscape Architecture Program of the University of Kentucky*

This book describes an evaluation of the urban landscape of a Kentucky Main Street and to help other Main Street communities understand the importance of urban design and landscape patterns in their territories.

### **Cultural Resources Partnership Notes-D053**

*By Heritage Preservation Services*

This newsletter describes basic information on zoning and historic preservation. It answers questions about zoning ordinances, variance, preservation regulations and gives practical suggestions for zoning.

### **Safer Places-D025**

*From Virginia Tech*

This CD ROM tutorial for Windows provides information on crime prevention through environmental design. Produced by the College of Architecture and Urban Studies at Virginia Tech in cooperation with the Virginia Department of Criminal Justice Services.

### **Growing Greener Cities: A Tree-Planting Handbook-D026**

*From Global Releaf*

A simple guide to selecting, planting and caring for trees in an urban environment. Also outlines the steps necessary to organize and sustain a community tree-planting/caring organization.

### **Street Vending: A Survey of Ideas and Lessons for Planners- D083**

*From APA*

This report addresses key economic development issues, important urban design and operation issues, and permitting and enforcement issues surrounding street vendors.

## **DESIGN GUIDELINES & DISTRICTS**

### **Developing Downtown Design Guidelines-D027**

*From California Main Street*

Whether developing guidelines to educate or regulate, this 48-page manual explains how to develop, write and implement guidelines that will be clear and workable. Guidelines to encourage community participation are included. *Design guidelines prepared by the Oklahoma Main Street program are also available.*

### **Selected Local Design Guidelines and Historic District Handbooks-D028**

Design guidelines and historic district handbooks are important tools to educate, guide and encourage property owners and the local building community to respect the past in building for the future. Guidelines are available from the following Virginia communities: Culpeper, Fairfax, Galax, Herndon, Lynchburg, Manassas, Portsmouth, Pulaski, Smithfield & Suffolk.

### **Handbook on Historic District Zoning-D029**

*From PAV*

This easy to read 50-page manual addresses many of the issues relating to historic district zoning in Virginia.

### **Virginia's Historical Registers: A Guide for Property Owners-D030**

*From VDHR*

A brief overview of the process for National Register nomination, the Virginia Landmarks Register, and the National Historic Landmark Program. Answers commonly asked questions, provides a good glossary and charts the evaluation and nomination process.

### **Protecting and Preserving Communities: Preservation Revolving Funds-D031**

*From NTHP*

This manual was compiled by the NTHP and includes resource materials on how to develop an organization, financing strategies and resources for revolving funds, and tools and strategies for acquiring and protecting properties.

### **Reviewing New Construction Projects in Historic Areas- D067**

*From NTHP*

This information brief outlines the basic documents and procedures essential to the public design review process of new construction projects in historic districts.

### **Safety By Design: Creating a Safer Environment in Virginia, CPTED Guidelines- D082**

*Virginia Crime Prevention Association*

Crime Prevention through Environmental Design (CPTED) is based on the belief that the proper design and effective use of the built environment can lead to a reduction in the fear and incidence of crime and an improvement in the quality of life. CPTED provides attractive and feasible solutions that historic downtowns can implement with both small and large-scale projects and is an excellent tool to help plan appropriate revitalization of Virginia's commercial districts.

### **SMALL BUSINESS**

#### **Storefronts That Sell-D032**

*From NTHP*

An informative slide presentation with corresponding script provides information on appropriate composition, materials, styles and construction techniques to create effective storefronts for both business and district image enhancement. \* Available in slide format or PowerPoint Presentation on CD

### **Saving Face: How Corporate Franchise Design Can Respect Community Identity-D033 (2)**

*By Ronald Lee Fleming, the Townscape Institute and APA*

This 69-page manual uses case studies and lots of photographs to show how communities have worked successfully with major corporate franchises to design projects that respect local identity. Various mechanisms for achieving visual compatibility are discussed (overlay zoning districts and site plan review and design guidance).

### **Visual Merchandising-D034**

*From CAMM*

Displays communicate a store's image and this booklet explains how to use art principles and design elements to successfully portray a store's image. Display techniques, theme ideas and resources are included.

### **Displays that Sizzle and Sell-D035**

*From CAMM*

A one-hour videoconference on creating eye-catching window displays and interior store displays that cost little or nothing and translate into increased sales.

**Visual Merchandising: Retail Standards Series-D036**

*From Cynthia McBurney & Associates*

A collection of brief publications which feature a different aspect of visual merchandising in how-to format including window display development, reaching target customers, using store fixtures, and interior displays.

**Small Store Layout and Design-D037**

*From CAMM*

This 38-page publication guides small storeowners in using layout and design to project their unique image and to increase sales. Diagrams of store layouts, sources of fixtures, mannequins, and lighting are included.

**Store Layout and Design-D038**

*From CAMM*

This 25-minute video discusses store image from a visual perspective. Presenters include the owner of a custom interiors and design business, a lighting business and specialty storeowner discussing innovative design techniques, effective lighting and efficient traffic flow. A workbook is included with the video.

**Visual Merchandising and Store Design – D078**

By Greg Gorman

This workbook introduces the concept of store design and is intended for store owners and students. It allows the reader to fully understand all aspects of the retail store requirements and how they all have an effect on the final product.

**The Budget Guide to Retail Store Planning and Design – D079**

By Jeff Grant

How do you plan and design a new store? This book explores a long-neglected aspect of main street retailing: the physical design of the entire store, from interior "floor planning" to merchandise fixtures.

**PARKING & TRANSPORTATION****25 Ways to Improve Downtown Parking-D039**

*By John D. Edwards*

This 25-page publication offers simple, proven techniques that can be used to increase the effective parking supply quickly and inexpensively.

**Better Downtown Parking: Increasing the Supply and Managing It Better-D040**

*From DRDC*

A 49-page publication that examines issues, trends, and innovations in parking management.

**The Parking Handbook for Small Communities-D041**

*By John Edwards from the NMSC and the Institute of Transportation Engineers*

A practical guide, written for local professionals in communities under 50,000 who have responsibility for local parking issues but may lack technical training in this field. The handbook explains how to address parking issues using objective evaluation of characteristics and operations.

**Downtown Parking Made Easy-D042**

*From DRDC*

A helpful 48-page information source designed to show communities how to improve the quality and quantity of their downtown parking. Numerous examples from across the country.

**Traffic Calming: The Solution to Urban Traffic and a New Vision for Neighborhood Livability-D043**

*From Sensible Transportation Options for People*

This 40-page publication from Australia discusses the principles behind traffic calming and techniques used to transportation planning that is based on common sense and the belief that quality of life does not have to be sacrificed to achieve adequate mobility. Examples from Europe and the United States, including Silver Spring, MD, are provided, as is a bibliography for additional information.

**Traffic Calming-D073**

*By Cynthia L. Hoyle*



The APA booklet provides successful techniques to slow or divert traffic and make your community's streets more inviting to pedestrians, cyclists, and children.

#### **Making The Connections-D051**

*A Summary of the LUTRAQ project*

This 35-page booklet describes ways to integrate land-use and transportation planning for communities. It reviews the history and key findings of the LUTRAQ project and gives examples of how other cities are addressing similar problems.

#### **The Community Planning Handbook-D066**

*By Nick Wates*

This 230-page book is an excellent source for helping community members shape their cities or towns. This valuable handbook provides guidance to individuals who are trying to make a difference in their community.

#### **Main Street...when a highway runs through it: A Handbook for Oregon Communities-D075**

*Oregon Downtown Development Association*

When Main Street also serves as a state highway, communities are faced with significant challenges. This book helps to figure out good solutions to the balance between the needs of pedestrians, shoppers, employees, business owners, and residents with the needs of through traffic—both auto and freight—to move safely and efficiently over longer distances.

#### **OTHER MATERIALS**

##### **Locating Telecommunications Towers in Historic Buildings-D044**

*By Nancy Boone, et al.*

This 28-page booklet evaluates the different alternatives to the industrial towers that are needed for wireless communication. It provides case studies from different cities and the differences of standard towers versus concealed sites.

##### **Aesthetics, Community Character, and the Law-D045**

*By Christopher J. Deurksen and R. Matthew Goebel*

This book helps citizens interested in all aspects of scenic conservation by providing information on how to write laws that protect a special sense of place. From design review to billboard controls, this book covers many of the issues faced by communities today.

##### **Shaping a Region's Future A Guide to Strategic Decision Making For Regions-D046**

*By William R. Dodge and Kim Montgomery*

This 231-page booklet offers ideas for strategic planning based on geographic location, along with designing and analyzing regional change.

##### **The Home Town Advantage-D047**

*By Stacy Mitchell*

This 101-page booklet contains a report describing planning, zoning and other strategies that Main Street preservationists can use to enhance the quality of their towns.

##### **Parks, Recreation and Open Space: A Twenty-First Century Agenda-D076**

*By Alexander Garvin*

A distinguished planner's reflection on how to make parks an essential cornerstone of great communities in the 21st century.

#### **Periodicals**

Preservation –D048- The magazine of the NTHP.

Historic Preservation Forum –D049- The journal of the NTHP.

## **Promotions: Retail Sales, Image & Special Events**

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### **GENERAL**

### **Promoting Main Street-P001**

*From NMSC*

This presentation examines ways to create a comprehensive program based on coordinated improvements in three areas: image promotion, retail activities, and special events. \* Available in slide format or PowerPoint Presentation on CD

### **Promoting Main Street-P002**

*From NMSC*

A slide presentation with written script, this shorter program is designed to train promotion committee volunteers by providing helpful hints and information for creating an effective workplan. Includes “Do’s & Don’ts” for special event planning.

### **Main Street Committee Members Handbook – Promotion-P003**

*From NMSC*

This helpful booklet provides an overview of the Main Street Approach and specific information about the promotion committee’s purpose, member roles, workplans and strategies to increase effectiveness.

### **A Primer on Nonprofit PR-P027**

*By Kathleen A. Neal*

This book provides ideas and strategies for applying solid public relations techniques to the nonprofit.

### **Lights, Camera, Community Video: Engaging Citizens in Creating a Community Documentary and Vision-P029**

*From APA*

A Community Video Project is a very effective way to stimulate community dialogue and inspire citizen participation in community issues. This manual is based on the experiences of the Orton Fmaily Foundation in producing Community Video Projects in five rural communities in Vermont and Colorado. It documents the procedures involved in creating the videos and using the production process to engage the community.

### **PROMOTION IDEAS**

#### **101 Promotions-P004**

*Compiled by Leo Kirk and Greg Lockwood*

A contact list for over 100 promotions from across the country including attendance promotions, break contests, sponsorship and special events.

### **Creative Promotion Ideas for Main Street: New Strategies from Communities-P005**

*From NMSC*

This 46-page booklet presents a wide-range of ideas for all types of promotions and selected case studies of actual events. Includes a separate chapter on Christmas promotion ideas as well as a guide to brainstorming your own creative new promotion.

### **Guide to Sizzling Spring and Summer Events-P006**

*By Downtown Research & Development Center*

This 11-page leaflet offers downtown celebration activities for holidays ranging from St. Patrick’s Day to Earth Day to other activities like bridal shows.

### **101 Ways to Celebrate Christmas Downtown-P007**

*By Downtown Research & Development Center*

This 22-page leaflet gives fun ideas for decorating downtown, planning children’s activities, charitable events, open houses, tree trimmings and other Christmas events.

### **51 No-Cost, Low-Cost Ways to Promote Downtown-P008**

*By Downtown Research & Development Center*

This 21-page leaflet offers low-cost suggestions for cultural, entertainment, environment, sports, food and a number of other events to hold downtown. The event ideas range from restaurant taste tours to Halloween costume contests.

### **Main Street Festivals-P009**

*From NMSC*

Seven Virginia Main Street communities are featured in this informative guide to festivals and events in downtowns across the country. This book is a useful companion when planning a trip and also may serve to “spark” an idea for a new and original festival for your downtown.

## **IMAGE PROMOTIONS**

### **Marketing an Image for Main Street: How to Develop a Compelling Message and Identity for Downtown-P010**

*From NMSC*

Carving out a niche, creating an image and communicating that image is the hallmark of the competition from the mall to category killers. This 115-page publication explains the steps to effectively developing and using image in traditional commercial districts.

### **Marketing Workbook for Nonprofit Organizations-P011**

*By Gary J. Stern*

This 132-page workbook describes marketing methods for nonprofits to use in order to gain the most exposure for little cost.

### **The Publicity Handbook-P012**

*By David R. Yale*

This book is an excellent resource for both nonprofit organizations and small businesses on how to reach your targeted media and produce positive attention. A step-by-step guide to designing a publicity plan, writing media releases, working with journalists and even coordinating press conferences.

### **Travel Industry Public Relations Handbook-P013**

*From the Travel Industry Association of America*

Drawing on the experience of numerous travel industry professionals, this 56-page booklet is a valuable guide to everything from how to write a public relations plan to crisis communication. Written with the travel industry in mind, this booklet is useful for any organization looking to promote their image.

### **Media Tool Kit for Main Street Managers-P024**

*By the Virginia Department of Housing and Community Development*

This 19-page booklet provides tips for effective media relations, activities for anniversaries and tools for choosing and training board members to be effective spokesperson(s).

## **RETAIL PROMOTIONS**

### **Retail Promotion Strategies-P014**

*From CAMM*

A one-hour and 45 minute recording of a 1987 videoconference. Four panelists discuss various means of planning and implementing retail promotions. A workbook is included with the video.

### **Small Store Advertising and Promotion-P015**

*From CAMM*

This 26-page booklet discusses both the creative and practical aspects of advertising and promotion for smaller retailers. A series of worksheets show how to develop promotional objectives, budgets and creative concepts for ads or promotions.

## **FUNDING & SPONSORSHIP**

### **How to be Successful at Sponsorship Sales-P016**

*By Sylvia Allen & C. Scott Amann*

This 274-page publication from nationally recognized sponsorship experts takes readers through the “12 Steps to Sponsorship Success” with great detail and even includes sample forms. Sponsors today are highly sophisticated and it’s important that nonprofits effectively work with them to accomplish a mutually beneficial relationship.

### **IFA’s Official Guide to Sponsorship-P017**

*From IFA*

The complete guide to getting and keeping corporate sponsors for events, written by successful practitioners. Includes a chapter on getting ready to sell your event and creating an effective sponsorship proposal.

### **Funding Downtown Promotions-P018**

*From the DRDC*

This 48-page booklet identifies the five key steps to funding and managing downtown promotions. Sample forms and a helpful list of contacts are included.

## **TOURISM**

### **Touring Historical Places-P019**

*From NTHP and the National Tour Association*

This 18-page manual provides valuable information about the group travel industry and walks managers of heritage and cultural sites through the process of planning and executing a successful tour. Includes how-to information on making initial contact, developing an itinerary, marketing the tour, pre-tour arrangements and hosting the tour.

### **Getting Started: How to Succeed in Heritage Tourism-P020**

*From NTHP*

Saving heritage, sharing it with visitors and realizing significant economic impact is at the heart of heritage tourism. This 50-page summary explains the principles and process used by the 16 pilot communities in NTHP's Heritage Tourism Initiative.

### **Tourism Handbook: Putting Virginia's History to Work-P021**

*From VDHR*

This 43-page booklet provides information on the benefits of heritage and cultural tourism as well as information on developing a program. A resource list and glossary are included.

## **Virginia's Heritage**

### **A Property Owner's Guide to Resource Protection-P025**

*By the Department of Conservation and Historic Resources*

This 40-page booklet describes in detail, the different techniques available for temporary and permanent protection of historic property. Also included is an excellent list of resources available.

### **Heritage Tourism Toolkit-P028**

*From the Thomas Jefferson Planning District Commission*

The toolkit presents legal tools for protecting historic buildings and landscapes, physical tools for rehabilitating and restoring sites and management tools for operating these places as tourist destinations.

## **OTHER MATERIALS**

### **Managing Special Event Risks: 10 Steps to Safety-P022**

*From NRMCC*

This comprehensive 54-page book provides step-by-step information on how to minimize risk during a special event. Valuable checklists are included which will help organizations evaluate their current special events.

### **The Americans with Disabilities Act: What it means for Main Street-P026**

*By The National Trust for Historic Preservation*

This binder supplies detailed information about the Americans with Disabilities Act and what is required of Main Streets: public accommodation, barrier removal, construction alterations, etc.

## **Periodicals**

### **Downtown Promotion Reporter-P023**

A monthly newsletter from DRDC that provides information on how to run successful promotions. Topics covered include advertising, marketing, image building, sales and events.

# Economic Restructuring & Business Development

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## GENERAL

### **Main Street Means Business-E001**

*From NMSC*

Build an effective economic restructuring committee using these materials. Train volunteers with this overview of what has happened to Main Street's economy in recent years and information about specific ways to improve your district's economic climate.

\* Available in slide format or PowerPoint Presentation on CD

### **Main Street Committee Members Handbook Economic Restructuring-E002**

*From NMSC*

This helpful booklet provides an overview of the Main Street Approach™ and specific information about the economic restructuring committee's purpose, member roles, workplans and strategies to increase effectiveness.

### **The Economics of Historic Preservation: A Community Leader's Guide-E003**

*By Donovan Rypkema for NTHP*

This 131-page publication presents 100 economic arguments to make the case for preservation. Provides responses to common scenarios faced by preservation and downtown advocates.

### **Growing The Economy –E038 Creating Economic Opportunity**

*From People Incorporated of Southwest Virginia*

This workbook analyzes the Microenterprise Development Program in Southwest Virginia. It provides Microenterprise models, general information and an overview of the feasibility analysis activities.

### **Successful Business Recruitment Strategies-E039**

*By Hyett-Palma Inc.*

This paper was designed to help both older commercial centers with numerous owners and privately owned centers to recruit businesses. It gives ideas for establishing a business recruitment committee, putting together an effective package and initiating business.

### **Community-Based Development-E040**

*By the Community Affairs Department of The Federal Reserve Bank of Richmond*

This 37-page booklet discusses community development in low-income neighborhoods. Even though these neighborhoods are low-income, retail stores can still thrive in these communities. This booklet provides an understanding of this type of environment.

### **The Community Economic Development Handbook-E064**

*By Mihailo Temali, Amherst H. WilderFoundation*

In this concrete, practical, jargon-free handbook, the author describes a proven way to make any community a better place. If you don't already have a community economic development (CED) organization in place, Temali tells you how to set one up.

### **Downtown Improvement Manual-E041**

*By Emanuel Berk, Illinois Dept. of Local Government Affairs*

This comprehensive booklet describes in extensive detail, the downtown revitalization process in downtown Illinois from building improvement to traffic studies and improvement to market studies.

### **Creating The Future Downtown-E042**

*By Hyett-Palma*

This 133-page booklet focuses on diversifying downtown economies. It includes approaches necessary for successful downtown revitalization; private and public partnerships, vision, market driven actions, business plans, etc.

**Main Street, Ohio-E043**

*By the Department of Economic and Community Development, et al.*

This 245-page book includes 29 articles covering a range of downtown revitalization topics geared toward luring people back downtown.

**Virginia Women's Business Directory 2000-E044**

*By Department of Virginia Business Assistance*

An alphabetical listing of women owned businesses in Virginia

**Building Healthy Communities Through Bank Small Business Financing-E045**

*By the Office of Comptroller of the Currency Administrator of National Banks*

This booklet provides a detailed account from the OCC conferences, which had numerous speakers and covered innovations in bank small business financing, working with nonprofits, lending in a changing environment, etc.

**The Credit Process: A Guide for Small Business Owners-E046**

*By the Federal Reserve Bank of New York*

This booklet provides basic steps for requesting a small business loan. It describes the types of funding, preparing a business plan, what the lender will review and different resources available.

**Mobilizing Public Housing Communities for Work –E047****Origins and Early Accomplishments of the Jobs-Plus Demonstration**

*By James A. Riccio*

This easy-to-read book offers valuable information about the Jobs-Plus program, a program designed to transform urban public housing developments where few people worked into communities where most did so.

**Vital and Viable Town Centres-E059**

*Department of the Environment*

This publication, produced by the Department of the Environment in the United Kingdom, provides strategies for local authorities, property owners, retailers and local citizens to determine the action they need to take to achieve viable and vital town centers.

**Downtown Revitalization in Urban Neighborhoods-E058**

*By Barbara Wells, Northeast-Midwest Institute*

This report provides case studies of how communities from Chicago's urban neighborhoods to New England's small towns are meeting the twin challenges of deteriorating town centers and sprawling development through downtown revitalization.

**BUSINESS MANAGEMENT****Retail Store Assessment Survey- E065**

*Rick Segel & Associates/Microsoft Corporation*

Are you serious about wanting to better assess and evaluate your business? This CD will help you recognize your strengths and acknowledge areas to improve that will allow you to create a roadmap to retailing success. You will measure how your store performs in the areas of: store management; product; pricing; presentation; promotion; customer engagement; reporting; profitability; and technology.

**Small Store Management**

*From CAMM*

All aspects of store management, including store hours, security and recruiting and training employees, are discussed in this book.

**Retailing in the 90s: Issues and Trends-E005**

*From CAMM*

One-hour and 40-minute video of a live teleconference provides an overview of the decade, including legislation affecting retailers, statistics on changing customer profiles and technological advancements. A workbook is included with the video.

**Customer Care-E006**

*From CAMM*

One-hour and 40-minute video of live teleconference that identifies customer buying styles, increasing sales using the telephone and creating an effective customer file. Presenters include a retail consultant and department manager of a women's specialty store. A workbook is included with the video.

### **Small Store Merchandise Planning-E007**

*From CAMM*

This 49-page publication outlines the "when, how and what to buy" needed to develop a successful merchandise plan. A series of worksheets to help retailers develop a monthly sales plan, determine pricing and assortment, and evaluate performance are provided.

### **Small Store Survival: Success Strategies for Illinois Retailers-E008**

*From IL Retail Merchants Association*

This 300-page manual is designed to help retailers develop tactics to turn the challenges of changing demographics and category killers into new opportunities for success. Based on the practices of some 150 Illinois retailers, suggestions are presented as the best practices retailers can use in all aspects of their work. Also includes 25 pages of supporting resources.

### **What Mother Never Told Ya About Retail-E009**

*By T.J. Reid*

This small store survival guide is written especially for owners of retail apparel stores and provides suggestions for all aspects of doing business, from conducting sales to direct mail promotions with many stops in between.

### **Successful Business Strategies-E010**

*From HPP*

This 29-page manual discusses developing market-driven strategies to strengthen existing businesses and recruit new businesses.

### **Secrets to Small Business Success-E062**

*By Kent J. Burnes*

This is a highly readable book that offers advice to small businesses in a hands-on workbook format. It covers subjects such as price and profit, image and customer service, technology, and owner attitude. It also advises businesses on analyzing their market environment, their competition, and their customers.

### **1,001 Ideas to Create Retail Excitement-E062**

*By Edgar A. Falk*

This book is aimed at helping you meet challenges, whether you operate one store or four, own or manage a franchise location. It shows you: how to become more aggressive in marketing your store; how to make your store more a more exciting and interesting place to shop; and how to attract new customers and keep old ones coming back.

### **50 Ways to Keep Your Customers-E063**

*Video, Paul R. Timm, Ph.D.*

This video will help you learn how to turn angry customers into lifelong clients; keep the valued customers you already have, and make you and your organization into service champions.

### **Thriving in the Shadow of Giants-E057**

*By Eddy Kay*

This book teaches specialist retailers how to use the superstores' marketing power to their own advantage, to recognize and exploit opportunities the superstores are ignoring, to create an environment where service is an attitude, not a job...and much more. Specialist Spotlights at the end of each chapter profile retailers who are already thriving, not just surviving, by putting into practice the ideas taught in this book.

### **Retail Success!-E056**

*By George Whalin*

This book helps you learn how to envision success within your own retail operation-and how to shape your retail business for maximum sales and customer satisfaction.

## **STARTING A BUSINESS**

### **Specialty Shop Retailing-D055**

*By Carol L. Schroeder*

An excellent resource for anyone who's thinking about opening a store, *Specialty Shop Retailing* offers sound advice in simple, easy-to-understand terms. Covering business plans, inventory purchasing, financing, payment policies, and staffing, it takes you through all the details of running a retail business. Ideal as a refresher to sharpen retail practices, this book can benefit current as well as future owners of any type of retail enterprise.

### **Outline for a Business Plan-E011**

*From Ernst & Young LLP*

This 16-page booklet sketches the basic elements of a comprehensive business plan. Several "New Venture Tips" help educate the prospective entrepreneur.

### **The Instant Business Plan Book: 12 Quick and easy Steps to a Successful Business-E012**

*By Gustav Berle Ph.D. & Paul Kirschner*

Ideal for the small downtown retailer, this workbook gets to the basics of a good plan. With checklists, worksheets, sample plans, financial formulas and more presented in an easy, user-friendly 140-page book.

### **The Complete Idiot's Guide To Starting Your Own Business-E013**

*By Edward Paulson & Marcia Layton*

This 307-page guide gives step-by-step instructions on putting together a business plan and strategies on choosing the best business for you. Additionally, the book includes financial tools and checklists necessary to stay in business.

### **Borrowing To Build Your Business-E014**

*By George M. Dawson*

This 152-page book gives valuable information about what banks want and need to know in order to loan small business owners the money they need.

### **The Virginia Entrepreneur's Guide-E015**

*By Larson, Tentnowski & Hensley*

This 323-page book provides valuable and practical insight into how to start and manage a business in Virginia. From developing business ideas to the nuts and bolts of financial management, this book also comes with a computer disk that includes spreadsheet templates.

### **Establishing a Business in Virginia-E016**

*From VEDP*

This comprehensive guide summarizes the major state and local tax, labor, occupational and environmental regulations that may affect businesses in Virginia.

### **Starting & Operating a Business in Virginia-E017**

*By Michael D. Jenkins and Ernst & Young LLP*

Targeted toward budding entrepreneurs, this 75-page book provides clear, concise business expertise. State and federal laws are explained, tax guidelines and tax saving tips as well as sources for additional assistance.

### **SmartStart Your Virginia Business-E018**

*From Oasis Press*

This publication offers a wealth of business start-up information specific to Virginia. It includes current contact information for numerous, federal, state, local and private agencies as well as important checklists and sample forms.

## **DIRECTORIES**

### **VA Business Incentives-E019**

*From VEDP*

This 18-page booklet covers tax incentives, enterprise zones, training, infrastructure, financial assistance as well as management and technical support.

### **Virginia Business Resource Directory-E020**



The Virginia Employment Commission's comprehensive guide to assistance available to employers and prospective business owners.

**Virginia Capital Resources Directory 1996-E021**

*From the Virginia Small Business Financing Authority*

A comprehensive guide to public sector financing programs in Virginia. Designed to assist business managers, financial advisors, bankers and economic development professionals, the guide provides complete information on over 70 business financing programs administered by federal, state and local organizations.

**MARKET ANALYSIS & BUSINESS RECRUITMENT****Step-by-Step Market Analysis-E022**

*Developed by ODDA*

This 54-page workbook provides a ten-step process for a complete market analysis of downtown, from a review of the current situation in downtown today to the economic future of downtown.

**Main Street –E037****Market Analysis for Main Street**

*From National Trust for Historic Preservation*

This workbook describes the basic steps in the retail market analysis process for traditional downtown and neighborhood commercial districts.

**Strategic Market Analysis-E023**

*From HPP*

This manual explains the market analysis process, provides a retail market analysis model and highlights using the results of analysis to develop economic strategies for downtown or other business districts.

**Fill-in-the-Blank Business Recruitment-E024**

*Developed by ODDA*

This 75-page workbook outlines a concise and organized process for retaining and recruiting businesses to downtown. Worksheets are provided to help review and test business opportunities, develop a recruitment package and develop recruitment and retention strategies.

**Sales Potential Software**

*From NMSC*

Take the drudgery of "number crunching" out of your market analysis work by using this handy computer template file in either Lotus 5.0 for Windows or Microsoft Excel 4.0. The user guide and spreadsheet template will help you project potential retail sales demand for any user-defined trade area. Data included in the spreadsheet is based on the 1996 U.S. Bureau of Labor Statistics' Consumer Expenditure. One PC disk and user guide.

**Harrodsburg First, Inc. A Kentucky Main Street Association Market Analysis-E049**

*By the Harrodsburg Market Analysis Committee*

This analysis interprets data from Harrodsburg's downtown experience. It provides useful information for Main Streets across the U.S., looking at changing market needs and making use of technology.

**The Small Business Retention, Expansion and Recruitment Project-E025**

*From NMSC*

The 1986 study of local small business programs identified 20 common problems and 37 strategies to deal with them. A model program linking strategies to problems is provided, along with an annotated bibliography and sample surveys.

**Dollars & Cents of Shopping Centers: 2000-E026**

*By the Urban Land Institute*

This 16-page handout contains definitions related to shopping centers, operating receipts and expenses. Additionally, it contains sales results in different types of shopping centers comparing results from 1997 to 2000.

**Dollars & Cents of Shopping Centers: 1997-E027**

*By the Urban Land Institute*

This 391-page booklet offers a comprehensive study of receipts and expenses in shopping center operations, including charts, graphs and results of detailed studies.

## **Dollars & Cents of Small Town/Nonmetropolitan Shopping Centers: 1993-E028**

*By the Urban Land Institute*

This 126-page booklet offers comprehensive coverage of shopping center development. This series provides the most detailed source of comparable data on shopping centers in North America.

## **REAL ESTATE**

### **Real Estate and Retailing in Commercial Centers-E029**

*From HPP and Real Estate Services Group*

“Buildings and businesses” are the key components to commercial district economic activity. This 101-page manual explains how the two converge and provides a basic understanding of the mutual interdependence in order to strengthen the economic viability of both.

### **Real Estate Development Briefs-E030**

*From NMSC*

A series of eight bulletins that cover the fundamentals of downtown real estate development. Includes forms, checklists and methodologies for evaluating and implementing real estate projects.

Bulletins included are:

- The Development Process
- Evaluating the Downtown Real Estate Opportunity
- Structuring Local Participation
- Market Analysis
- Real Estate Finance
- Rehabilitation and Pro Forma Analysis
- Appraising
- Real Estate Glossary

### **Professional Real Estate Development: The ULI Guide to the Business-E060**

*By Richard B. Peiser with Anne B. Frej*

Thoroughly updated, the second edition of *Professional Real Estate Development* explains the nuts and bolts of the real estate development industry. You will learn how to develop and manage five types of real estate products: land, residential, office, industrial, and retail uses. Focusing on small-scale projects, the authors show you practical methods for developing each major type of real estate, including feasibility analysis, design and construction, financing, marketing, and management. Photos, site plans, diagrams, and case studies provide examples of actual projects and how the process works. Information is specific and detailed, with costs, rents, and financing information included by product type.

## **OTHER MATERIALS**

### **How to Sell to Downtown Workers: Successful Retailing to the Captive Market-E031**

*From DRDC*

This 60-page booklet explains the shopping behavior of downtown workers, how to target the downtown worker and build employee market share. Examples of successful programs to promote the downtown to workers are provided.

### **Niche Strategies for Downtown Revitalization-E032**

*From DRDC*

This hands-on guide to developing, strengthening and marketing niches comprehensively examines types of niches and how to assess their viability for your downtown. Considering national and regional trends, the 131-page book then details marketing and promotions ideas based on identified niches. The last chapter specifically deals with “Niches and Business Recruitment Programs.”

### **New Life for Smaller Towns**

#### **A Handbook For Action-E048**

*By URBED*

This 58- page booklet contains ideas for improving shopping offer, diversifying attractions, creating pride of place and resourcing town center initiatives. Also included are 30 programs for results, case studies and checklists with 100 questions to assess the health of a town.

**Developing Downtown Housing-E033**

*By VMSP*

This publication covers issues relating to developing downtown housing such as assessing the market; code compliance; development options; and financing opportunities.

**Community Initiated Development-E034**

*By Donovan Rypkema, Real Estate Services Group, for NMSC*

For projects that private developers cannot or will not undertake, but are considered significant to the local community, this 226-page workbook guides the public and nonprofit sectors through the real estate development process. The workbook takes community developers through the various stages of development and features decision points, to assess the feasibility and practicality of pursuing the project.

*\*(Recommended for advanced programs only)*

**Carrots and Sticks: New Zoning Downtown-E035**

*From ULI*

This 203-page book covers a survey of planning officials in over 65 cities about their newest zoning regulations. It showcases zoning regulations used as a mechanism to encourage certain activities in the development of downtown. The book presents examples of how localities have used incentive zoning to ensure that public benefit is derived from private development.

**The New Farmers' Market-E036**

*By Vance Corum, Marcie Rosenzweig and Eric Gibson*

This 257-page book gives valuable information about setting up a farmers' market, how to market and how to get the community involved.

**Public Markets and Community Revitalization-E053**

Urban Land Institute/Project for Public Spaces, Inc.

This book encourages people concerned with local economic development, urban and regional planning and the vitality of cities and nearby agriculture to take an informed look at creating new public markets or expanding their communities' existing markets or market program.

**Business Incubators-E054**

*Urban Land Institute Information Series*

This ULI InfoPacket provides photocopied materials from magazine articles, reports and other sources on business incubators.

**Cinemas and Movie Complexes-E052**

*Urban Land Institute Information Series*

This ULI InfoPacket provides photocopied materials from magazine articles, reports and other sources on bringing cinemas and movie complexes in downtown areas.

**Periodicals**

*American Demographics*

*Entrepreneur*